

RV FINANCIAL FACTS

A quarterly newsletter for the financial community
about RVs and the family camping industry...

Vol. 9, No. 3

Fall 1983

RV Industry Ready to Host Financial Community



Ann Clurman



William Freund

The doors are ready to swing open for RVIA's lenders' program to be held Nov. 30 at the association's 21st Annual National RV Show at the Kentucky Exposition Center in Louisville, Nov. 29-Dec. 2.

"The seminar and its participants will supply valuable information to loan officers on the profit opportunities of RV loan portfolios," Robert L. Berner, vice president of Citicorp in New York and chairman of RVIA's Finance Committee, said, "and we extend a warm invitation to loan officers to come and see the RV industry in action."

The lenders' program is being designed as a convenient one-day trip for busy loan officers, with the Executive West Hotel, where the seminar will take place, and the Exposition Center located next to each other and less than a mile away from the Louisville airport.

Headlining the program will be Dr. William Freund, senior vice president and chief economist of the New York Stock Exchange, who will gear his remarks especially to the lending community.

Also appearing on the program with Freund will be David J. Humphreys, RVIA's president and general counsel, who will discuss the current state of the RV industry, and Ann Clurman, vice president of Yankelovich, Skelly & White, well-known marketing consultants, who will give highlights of their upcoming report on the long-term outlook of the RV industry. The report is titled "The RV Market: A Social Values Based Assessment."

Norman Jacobson, vice president of
(more on page 2)

Two Giant Shows to Premier '84 Models

RVIA is gearing up for its two fall shows—the 31st Annual Recreation Vehicle and Manufactured Housing Show at Dodger Stadium in Los Angeles, Calif., November 2-13, and the 21st Annual National RV Show, November 29-December 2, in Louisville, Ky.—with both shows promising to be the biggest they've been since 1978.

"With RV shipments for the first half of '83 running nearly 40% ahead of last year, both exhibitors and dealers are looking ahead to the shows with renewed enthusiasm," Ken Rentzsch, chairman of RVIA's Dodger Stadium Show Committee and executive vice president of Vogue Coach Corporation in Sun Valley, Calif., said.

"This has been an excellent year for the industry so far and there's every

reason to believe the upswing will continue in 1984," Rentzsch said.

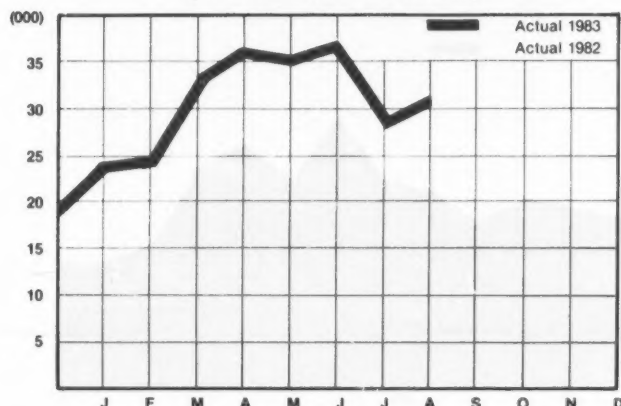
John Casey, chairman of RVIA's National Show Committee and president of Shurflo in Anaheim, Calif., concurred, saying: "Interest in the Louisville Show has been overwhelming."

Highlighting the mammoth Louisville Show, which is the biggest and most prominent annual event in the RV industry, will be a seminar exclusively for lending officers on Wednesday, November 30 (see story in adjoining column), as well as several other seminars strictly for RV dealers.

The dealer seminars, which are designed to help dealers maintain and expand their businesses, will cover advertising and promotion, rentals,

(more on page 2)

Total RV Shipments by Months, 1982-1983
(in thousands of vehicles)



Source: Recreation Vehicle Industry Association

Soaring Ahead RV Shipments Continue Steady Climb

RV shipments are running way ahead of last year, up 37.7% as of August and continuing a rigorous climb that began three years ago.

A total of 248,000 RVs have already been shipped from manufacturers to RV dealers so far in 1983 according to August shipment figures charted by RVIA's Marketing Committee, which charts the figures monthly. This is more than were shipped for the entire years of both 1980, when there were 181,400 RVs shipped, and 1981, when there were 239,100.

For August alone, 30,300 RVs rolled out of factory doors compared to 22,100 shipped last August.

Production Levels Boosted

"Shipment figures have been increasing solidly and several RV firms have responded to this positive news by increasing their production levels as a result," David J. Humphreys, RVIA's president and general counsel, says.

"American consumers are finding RVs are good family investments," he continues, "because they can provide for cost-effective family vacationing and because they offer opportunities for family togetherness."

Overall this year, the largest increase in deliveries among the three basic types of RVs—motor homes, multi-use and towables—was in motor homes, rising 47%. Next were multi-use vehicles, with a 40% increase, followed by towables, up 30%.

In the motor home category, the largest units (conventional Type A) surged 65.6%, followed by chopped vans, up 61.8%, and van campers, climbing 13.3%.

Intentions to rent and buy RVs, regularly charted by the Survey Research Center of the University of Michigan, remained high. Intentions to buy climbed to 2.9% for August and intentions to rent were 15.6%. Survey participants were asked the question: "Would you consider renting or buying a recreation vehicle in the next year or so?"

Financial Seminar (from page 1)

Contempo Enterprises, an RV manufacturing firm in North Hollywood, Calif., and chairman of RVIA's Board of Directors, will discuss RVIA's total lender outreach program and the goldmine of information it can provide to loan officers.

William R. Garpow, RVIA's vice president of public affairs, will highlight the findings of RVIA's recent survey detailing the 1982 experiences of lenders with their RV loan portfolios.

The program, chaired by Berner, will start at 1 p.m. and following all the speakers, there will be a guided tour beginning at 3 p.m. of the half million square foot RV show, so that lenders will have the opportunity to see the 1984 lines of RVs that will be available

Giant Shows (from page 1)

parts and accessories, and towing.

Another highlight of the Louisville Show will be the traditional RV Industry Party on Thursday, Dec. 1, also at the Executive West.

The show will have about 300 exhibitors and 1,000 of the latest model RVs on display. Hours will be Tuesday, Wednesday and Thursday (Nov. 29-Dec. 1), 9 a.m. to 5 p.m., and Friday (Dec. 2), 9 a.m. to 2 p.m.

The Dodger Show is open to dealers and other industry representatives Nov. 2-4 and to the public Nov. 5-13.

Show hours for trade days will be Wednesday and Thursday (Nov. 2-3), 9 a.m. to 4 p.m., and Friday (Nov. 4), 9 a.m. to 1 p.m. During these times, RVIA will offer its traditional complimentary bus service to the show from three downtown hotels—L.A. Hilton, Hyatt Regency and Sheraton Grande. The industry party will be held Wednesday, Nov. 2 at the Hyatt Regency in downtown L.A.

The show will be open to the public, Saturday, Nov. 5 through Sunday, Nov. 13, 10 a.m. to 7 p.m. daily. Admission tickets for public days are available.

The Dodger Show will draw about 2,000 RV dealers and 115,000 prospective buyers and the Louisville Show—which is open only to members of the industry, and not to the general public—will draw about 12,000 industry members.

to consumers come Spring.

The seminar registration fee will be \$30 per person, which includes the program and tour as well as receipt of a Loan Officer's RV Data Kit providing resource information on the RV industry.

RV dealers who want to register their lenders should use the registration form in the RVIA dealer registration brochure recently mailed to them. Lenders can register directly by sending their check along with their name and financial institution to RVIA Finance Committee, P.O. Box 204, Chantilly, Va. 22021, prior to November 4. For more information on the seminar or the show, write RVIA at the above address or call toll free (800) 336-0154.

Proposed Commission on Recreation Policy Endorsed by RVIA, ARC

"RVs are used as the focal point of recreation by millions of American families," David J. Humphreys, president and general counsel of RVIA and chairman of the board of the American Recreation Coalition (ARC), told Congress when he testified September 23 in favor of Senate Bill 1090, which would create a commission to set recreation policy at the national level.

"The commission offers us our best chance to overcome the inattention accorded recreation policy at the national level," Humphreys said as he spoke before the Public Lands and Reserved Waters Subcommittee of the Senate Energy and Natural Resources Committee.

The commission will be called the Outdoor Recreation Resources Review Commission (ORRRC) and will be made up of both public and private sector recreation community leaders. Its function will be to study and set appropriate policies to assure the continued availability of quality outdoor recreation to Americans.

Concern for People Needs

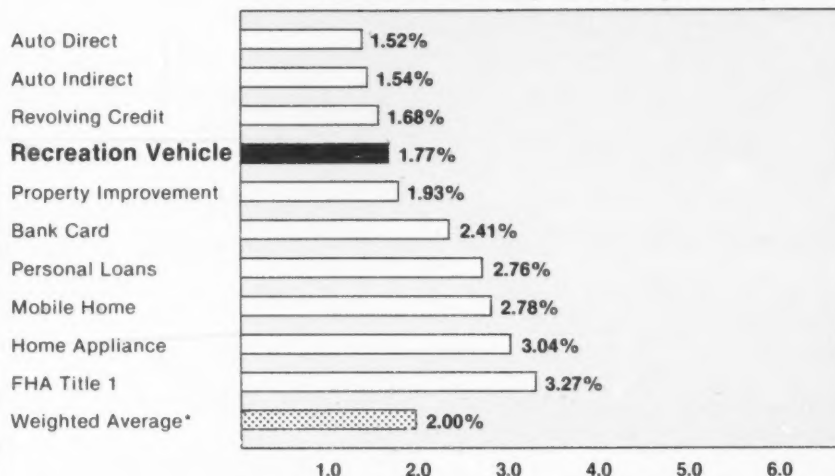
Humphreys expressed concern about whether the growing recreational needs of Americans are being met, saying that camping, hunting and other activities are being enjoyed by extraordinarily large portions of the public and yet there are reductions underway in the quality and quantity of many recreation opportunities.

In addition to the commission actually setting recreation policy, its creation would be expected to stress the importance that Americans place on recreation and to help steer other federal policies away from discrimination against active leisure-time pursuits. Such discrimination was the case in the energy policy of the late 1970s.

"Many Americans came to feel guilty about their chosen avenues to healthy fun. And the guilt was widespread because virtually every type of recreation requires energy in the activity or in travel to and from the activity sites."

In addition to energy policy, Humphreys said another major concern for the

Delinquency Rates; Bank Instalment Loans Second Quarter, 1983 (in percent)



*Weighted average of 8 loan types, excluding bank card and revolving credit loans.
SOURCE: American Bankers Association Bulletin 424, Second Quarter, 1983.

2nd Quarter RV Delinquencies Tumble

Recreation vehicle loans continue to maintain their high repayment rating, according to the most recent quarterly delinquency rate figures charted by the American Bankers Association (ABA). The ABA figures show RV loans in the 2nd quarter of 1983 dropped below the first quarter's 1.97% rating and checked in with only a 1.77% delinquency rate. They ranked fourth in a field of

commission would be the management of America's public lands and waters, in which recreational needs are frequently overlooked in favor of commodity interests—timber, grazing, minerals, oil and gas—and preservation interests.

Humphreys' testimony was as both a representative of the recreation community as a whole—ARC brings together 90 corporations and associations in the recreation community—and as a representative of the multi-billion dollar a year RV industry, which produces RVs that are the focal point of recreation for millions of American families.

Other RV industry representatives testifying in favor of the bill were: Arthur Peterson of Kampgrounds of America (KOA) in Billings, Mt.; Charles McIlwaine of The Coleman Co., Inc. in Wichita, Ks., and William

(more on page 4)

the ten loan types regularly charted by ABA.

RV loans were surpassed only by direct auto loans (1.52%), indirect auto loans (1.54%) and revolving credit loans (1.68%). In addition, RV loans were well above the weighted average for all ten loan types, which was 2%.

"The continued low delinquency rates of RV loans are a healthy sign for both lenders and the RV industry alike," says Robert L. Berner, vice president of Citicorp in New York and chairman of RVIA's Finance Committee, "and they are one of the reasons lenders like the profitability of RV portfolios."

"Low delinquencies signal the fact that RV owners are serious about enjoying their RVs and the lifestyle they offer and that buying an RV is important to them."

In the second quarter, other delinquencies charted by ABA that ranked below RVs were: property improvement loans (1.93%), bank card loans (2.41%), personal loans (2.76%), mobile home loans (2.78%), home appliance loans (3.04%), and FHA Title 1 loans (3.27%).

RV loans for the first two quarters of the year averaged only 1.87% delinquent, while the weighted average for the same time period was 2.12%.

ABA defines a delinquent loan as one that is more than 30 days past due.

RVIA Officers Re-elected for '84

The entire Executive Committee of RVIA's National Board of Directors was reelected at the association's National Board meeting September 21 in Long Beach, Calif.

Norm Jacobson, vice president of Contempo Enterprises, North Hollywood, Calif., was reelected for a second term as RVIA's chairman of the board, along with Gene Stout, executive vice president of Coachmen Industries, Inc., Middlebury, Ind., as 1st vice chairman of the board, and John Casey, president of Shurflo, Anaheim, Calif., as 2nd vice chairman.

In addition, Dick Willibrand, president of Play-Mor Trailers, Inc., Westphalia, Mo., was reelected RVIA's secretary, and Warren Jones, president of Hehr International Inc., Los Angeles, Calif., was reelected treasurer.

These five officers, along with David J. Humphreys, RVIA's president and general counsel, and immediate past chairman Elden Smith, serving ex officio, will form RVIA's Executive Committee for 1984.

All elections became effective on October 1, 1983.

RV FINANCIAL FACTS

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Vice President George Bush expresses enthusiasm for his recent Glacier Park camping week-end, where fishing, hiking, and boating were all part of his recreation activities.

"He Likes It!"

Vice President Bush Goes Camping At Suggestion of Recreation Community

"Our country is especially blessed in its recreational outlets," said Vice President of the United States George Bush following a weekend of camping, hiking, fishing and boating at Glacier National Park in northern Montana, where he was accompanied by about twenty persons including RVIA President and General Counsel David J. Humphreys and several other RVIA members.

The Vice President's trip was suggested and arranged by the American Recreation Coalition (ARC), the Washington, D.C.-based association that brings together more than 90 corporations and associations involved with recreation. Humphreys serves as chairman of the board of ARC; Derrick Crandall is ARC's president.

Humphreys and the other RVIA

members on the trip played key roles in assuring that the Vice President and Mrs. Bush, and their invited guests—U.S. Senator and Mrs. Alan Simpson (R-WY), U.S. Representative and Mrs. Ron Marlenee (R-MT), National Park Service Deputy Director Mary Lou Grier, and Forest Service Chief Max Peterson—enjoyed a true outdoor experience at Glacier, particularly during their evenings and mornings at Glacier's Fish Creek Campground.

Dave Humphreys, as chairman of ARC, was invited to speak before the Vice President and his special guests at a steak barbeque dinner Sunday evening, Aug. 7. Humphreys thanked the Vice President, on behalf of the recreation community, for the number of important steps the Reagan Administration has undertaken to care for national parks and other natural resources managed by the federal government. He also said the recreation community clearly recognized how much both President Reagan and Vice President Bush value recreation, and thanked them for their willingness to express their attitude about the importance of recreation publicly. He promised that he would help spread the message of the Administration's commitment to the millions of Americans represented by the coalition.

Commission Endorsed

(from page 3)

Estes of the Good Sam Club, an RV owners association in Agoura, Calif.

Also, other recreation groups testifying included: the National Park Service, the U.S. Forest Service, the Outdoor Recreation Policy Review Group, the National Recreation and Parks Association, Outboard Marine Corp., and the U.S. Recreational Ski Association.

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Winter 1983-1984

"Outlook for Economy Looks Good," Freund Tells RV Lenders

Coalition Works for Better Industry Future

"If I were going to lend money, I'd like to know what risks are involved," David J. Humphreys, RVIA's president and general counsel, told nearly 200 financial executives attending the Lenders' Day program, Nov. 30, in Louisville, Ky., as a feature of RVIA's national RV show.

Humphreys said RV industry sales were up 40% for 1981-82 and anticipated to do another 40% in 1983, with all signs indicating the industry will be doing at least that well in 1984.

Then he posed the question: "What about the future?"

"The RV industry has had good years before and then bad ones," he said. "I can assure you that's been a big concern of mine and has played a big part in the strategies we've designed to protect the industry in the future."

A major part of those strategies, Humphreys said, has been the creation of the American Recreation Coalition (ARC), a four-year-old organization now consisting of more than 80 recreation groups joined together to raise the level of awareness of the importance of recreation in America.

Humphreys serves as chairman of ARC and its RV industry members include campground owners, dealers, manufacturers, suppliers and even owners.

Pointing to the drop in RV sales in the late 1970s due in part to the energy crunch and high interest rates, Humphreys told the financial gathering that "the problem was we were hit from



Dr. William Freund

blindsides. We weren't singled out on purpose but we were hit very quickly and with very little warning."

At that time, with gas lines forming, regulations had been enacted banning the use of recreation vehicles and boats on weekends.

"The likelihood of this happening again is very small," Humphreys said. "ARC will give us a good deal of protection so that our good times won't suddenly go sour. We'll have a great deal of warning and I think we'll have a lot of protection."

"ARC has made numerous inroads in gaining access to the highest places in government and carrying the message that recreation is very important in terms of jobs and in terms of the mental and emotional welfare of the nation."

"We had the Vice President of the United States out camping this year. He went to Kalispell, Mt.—actually camped out. The point is we're getting exposure at the highest levels. He's very

(more on page 2)

"I'm bullish on America."

"The outlook for the U.S. economy is good and the RV industry and related financial institutions will rank at the top of the list among those sharing the benefits of this improved economic development."

That was the message of Dr. William Freund, senior vice president and chief economist of the New York Stock Exchange, as he spoke about "What is Ahead for Business," to members of the financial community at RVIA's lenders day seminar in Louisville, Ky., Nov. 30.

He told the assemblage of nearly 200 financial executives from banks, S&Ls, and installment finance firms that: "The current economic scene resembles in many ways the early 1960s—our strengths are very great. We produce much of our own oil, we have adequate supplies of coal, we are the food basket of the world, and foreigners have confidence in our political and economic stability."

"Perhaps much of my optimism," he said, "stems from what corporations are doing themselves. They've cut fat, they've become leaner, they've become more productive, they are spending more on research and development, recognizing that it is the fountainhead of economic progress. Venture capital today is flowing more abundantly."

"Our most serious economic ailment," he said, "has been a loss of productivity growth."

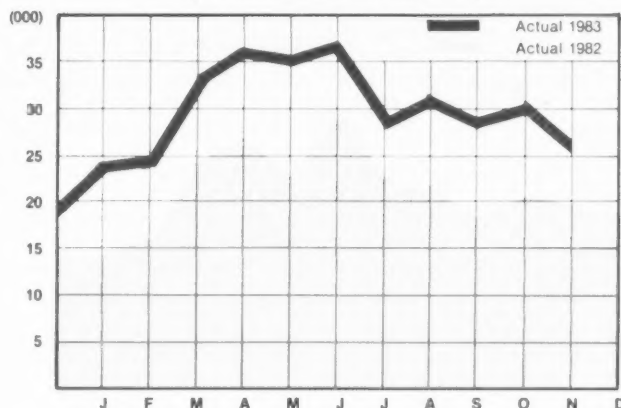
"It used to be 3 percent per an-

(more on page 2)

RECREATION VEHICLE INDUSTRY ASSOCIATION



Total RV Shipments by Months, 1982-1983
(in thousands of vehicles)



Source: Recreation Vehicle Industry Association

RV Shipments Booming, Highest in Five Years

Recreation vehicle shipments through November—the latest month for which figures are available—show more RVs have been shipped from manufacturing plants to dealer sales centers so far in 1983 than were shipped total in each of last four years.

By the end of November, 333,200 RVs were shipped as compared with 258,000 in all of 1982; 239,100 in 1981, and 181,400 in 1980.

Shipments in 1983 have been running 39% ahead of 1982. Based on performance to date, year-end shipments are expected to top what they've been for the last five years.

"This will be our third consecutive year of spiraling industry sales," said Norman Jacobson, RVIA's chairman and vice president of Contempo Enterprises in North Hollywood, Calif. "There's just one word I can use to describe the performance: Sensational!"

For the month of November alone, a total of 26,000 RVs were shipped, up 32% from November 1982. Of the three basic categories of RVs—motor homes, towables, and multi-use vehicles—motor homes had the largest percentage increase, jumping 83.9% to 5,700. They were followed by multi-use vehicles, rising 23.7% to 12,000 and towables, up 20.3% to 8,300.

In the motor home category, the largest percentage jump was for shipments of chopped vans, jumping 91.7%. They were followed by the

largest units—conventional Type A—climbing 81.3%, and by van campers, up 66.7%.

Consumer intentions to rent and buy RVs also remained high in November, according to data regularly charted by the Survey Research Center of the University of Michigan. A total of 17.3% of those surveyed said they might rent an RV in the next twelve months while 7.2%—3% higher than in November 1982—said they might buy an RV within the year. Survey participants were asked the question: "Would you consider renting or buying a recreation vehicle in the next year or so?"

Coalition Works (from page 1)

aware of what we're doing . . . so are the Secretary of Energy, the new Secretary of Interior, the Secretary of Agriculture and the President himself."

The message of ARC, Humphreys reiterated, is: "If the United States has a headache—whether it's an energy headache, an interest rate headache or whatever it is, throwing recreation in the trash is not a very good idea. Perhaps we should take our fair share of the hit but we are a high-priority item from many points of view and should be recognized as that and really basically protected."

The U.S. Senate passed a bill recently to establish an Outdoor Recreation Resources Review Commission (ORRRC) to look at new types of

(more on page 3)

Freund on Economy (from page 1)

num—we used to pride ourselves that we could grow in productivity 3 percent a year. (But) our productivity growth has dwindled in the 70s from 3 percent a year to 2% to 1% to 0. Until very recently . . . productivity growth in the last three years was actually negative.

"Productivity growth is the source of all economic progress. I believe that in the 1980s our productivity will grow once again. One reason is there is a new attitude."

Freund also pointed to consumer capital gains and deregulation of industries as other positive factors that are and will continue to affect the economy.

"Even though consumers won't spend their capital gains, I'm sure they feel a little more affluent, they a little more optimistic, they feel a little more inclined to spend."

Deregulation Boon

For consumers looking for dollars to buy recreation vehicles, Freund said: "Deregulation of the financial industry will benefit and present greater opportunities for lending in the RV market."

In addition to deregulation, Freund noted the following processes at work among financial institutions: diversification, automation, consolidation and internationalization.

Four other speakers joined Freund in addressing the financial executives at RVIA's lenders seminar, which was held in conjunction with the association's 21st Annual National RV Show, Nov. 29-Dec. 2.

Ann Clurman, vice president of Yankelovich, Skelly & White, well-known marketing consultants, gave highlights of their new study titled "RV Market: A Social Values Based Assessment." (Story on p. 3.)

In addition, Dave Humphreys, RVIA's president and general counsel, detailed the current state of the RV industry (page 1); Norman Jacobson, RVIA's chairman of the board and vice president of Contempo Enterprises in North Hollywood, Calif., discussed the RV industry's goal of reaching out to the financial community, and William R. Garpow, RVIA's vice president of communications and Finance Committee staff liaison, highlighted RVIA's Annual Survey on Recreation Vehicle Financing.

RV Loan Delinquencies Best in Five Years

Recreation vehicle owners are continuing their good record of repaying RV loans in a timely manner, according to 1983 third quarter loan delinquency figures compiled by the American Bankers Association (ABA).

The ABA figures show that only 1.63% of all RV loans were delinquent in the third quarter—their lowest point in more than five years—making RV loans one of the three lowest in delinquencies in a field of ten loan types regularly charted by ABA and far less than the 1.91% weighted average for all the loan types charted.

Historically, RV buyers have proven their commitment to the RV lifestyle by repaying their loans promptly, but the recently improved economy has also helped in further lowering the delinquency rate.

The first quarter RV loan delinquency rate was 1.97%, falling to 1.77% in the second quarter and down another .14 percentage point in the third quarter. For all three quarters, RV loans averaged only 1.79% delinquent.

In addition to RV loans, the other loan types with the lowest ABA delinquency rating were direct auto loans (1.44%) and indirect auto loans (1.47%). The other loan types charted were for: revolving credit (1.79%), property improvement (1.80%), bank cards (2.11%), personal (2.64%), mobile homes (2.71%), home appliances (3.08%) and FHA Title I (3.38%).

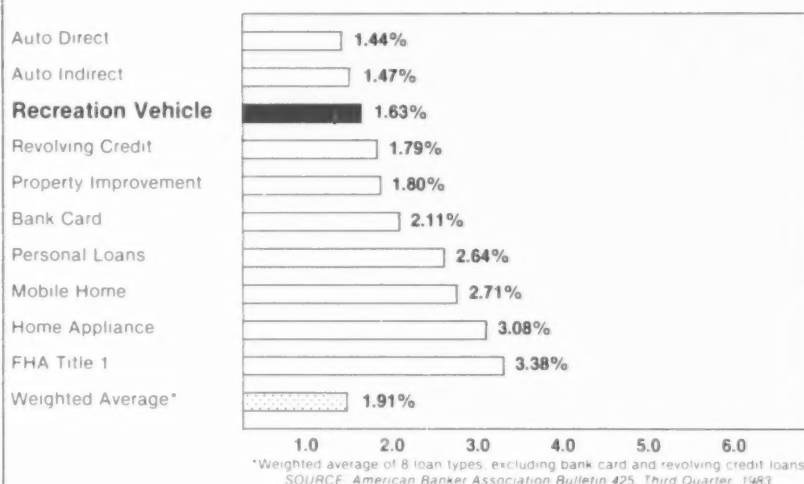
ABA defines a delinquent loan as one that is more than 30 days past due.

Coalition (from page 2)

recreation that have come of age in the last 20 years and recommend how best to protect it. ARC members had earlier testified before Congress on behalf of the bill and feel its passage is a step in the right direction.

"The recreation community," Humphreys concluded, "has now literally locked arms and we're prepared to fight to the death when there's a proposal against any part of the recreation community. The network we've put together through ARC is the best insurance that we won't get hurt in the future."

**Delinquency Rates; Bank Instalment Loans
Third Quarter, 1983 (in percent)**



Changing Social Values Favor RV Market

Shifting social values in America can be included among the key reasons for the current success of the recreation vehicle industry and provide encouraging insight into the RV market's outlook, according to a new study by the internationally-known marketing and social research firm Yankelovich, Skelly and White.

The report, "The RV Market: A Social Values Based Assessment," refers to "a move to a more strategic, less impulse-oriented, more mature values system" among today's society as one of the important reasons for the recent performance of the RV market.

"The baby boom generation, now approaching the age when they are most likely to buy an RV (29-44) grew up with the leisure ethic, and still believe in it—but they now recognize the need to consider leisure strategically. They are more willing to spend money for a product that will, over time, give them value, options and a variety of leisure experiences," the report states.

"This trend is favorable to the recreation vehicle, with its flexibility, its many uses, and its perceived value for the dollar."

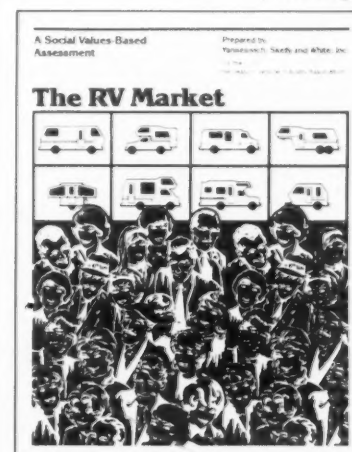
Yankelovich, Skelly and White also point to a number of other shifting social values which are likely to impact favorably on the RV industry's future.

Among them are:

- * Renewed emphasis on family togetherness. "Americans have begun to recognize some of the penalties of the focus-on-self — personal isolation, divorce, low productivity, fewer close relationships. Consumers are increasingly interested in family outings and vacations and less interested in novel, exotic and experimental vacation activities. The RV gives more of a sense of family adventure than a car trip to an ordinary hotel."

- * Renewed emphasis on self-reliance. "The recreation vehicle may be appropriate here because it can allow consumers a measure of self-

(more on page 4)



Van Safety Program Helps Buyers, Dealers

A van conversion safety program is being implemented by RVIA in February, it has been announced by Don Cuzzocrea, president of Starcraft R.V. of Topeka, Ind., and chairman of RVIA's Custom Van Conversion Manufacturers Committee.

The purpose of the program will be to assist van converters in improving overall conformance to the mandatory

conversion manufacturers out there who are either ignorant of the federal regulations or are finding it increasingly difficult to compete in the marketplace and are cutting corners where they shouldn't be," says Norman Jacobson, chairman of the board of RVIA and vice president of Contempo Enterprises, a van conversion firm in North Hollywood, Calif.

"RVIA presently has more than 50 van converter members throughout the country," Jacobson says, "but there are many more out there that need to be made aware of their responsibilities and how to live up to them."

RV Shows Huge Success; Attendance High

Dealer attendance at both of RVIA's fall shows was up significantly, offering further evidence that the industry has reached its healthiest state since 1978.

A total of 7,845 dealers—19% more than last year—attended the 21st Annual National RV Show in Louisville Nov. 29 - Dec. 2.

RVIA's 31st Annual Recreation Vehicle and Manufactured Housing Show at Dodger Stadium in Los Angeles attracted 2,041 RV dealers, 9% more than last year, during its Nov. 2-4 trade days.

Including manufacturer and supplier exhibitors, warehouse distributors, campground operators, lenders and others, the Louisville Show drew more than 15,142 industry persons. Except for 1978, that figure has not been surpassed in the past eight years. The show is open only to industry-related people.

The Louisville Show also covered more than half a million net square feet of exhibit space.

The Dodger Show was also bigger in terms of space sold and number of units displayed than it has been since the late '70s. It also attracted a near-record 112,000 consumers, despite 2½ days of rain and several other days of threatening weather during its run.

Exhibitors at both shows were ecstatic, reflecting the high spirits of retailers who had come to see their new lines and to purchase their products.

Changing Values *(from page 3)*

reliance. They can travel and vacation on their own in the country—without demanding the knowledge of camping required of a backpacker."

* A growing sense of regionalism. "Consumers want to be part of something greater than themselves; some are responding to this need by growing increasingly interested in their community and the region in which they live. As consumers learn more about their areas, they are likely to want to travel locally. Such travel, within driving distance, favors an option such as the RV."

Positive Effect on RV Market

From the RV industry's point of view, the most encouraging part of the report is that Yankelovich, Skelly and White believe that these social values will last.

"Since we believe the shifts are deep and enduring, the positive effects accruing to the RV market from social values are likely to be long-lived," the report states.

Copies of the report are available from the Recreation Vehicle Industry Association (RVIA) by sending \$5.75 to RVIA Publications, Dept. Y, P.O. Box 204, Chantilly, Va. 22021.



Federal Motor Vehicle Safety Standards (FMVSS) and to heighten consumer and dealer awareness of these standards and the vehicle safety which they help provide.

Under the Vehicle Safety Act, van conversion manufacturers and the dealers who sell their products are both legally responsible for assuring that such items as tires and rims, seating systems, seat belt assemblies and the flammability of interior materials are in conformance with the federal mandate. According to the federal regulations, a fine of \$1,000 can be levied for each non-complying vehicle sold and this is in addition to any product liability losses or the possibility of a federally-ordered recall campaign to remedy the violation for each vehicle involved.

A major part of RVIA's program will be the association's new black and silver van conversion seal, which the van conversion manufacturer must affix near the tail light of each van conversion making it easy for both consumers and dealers to clearly identify vehicles built by converters participating in the RVIA safety program.

"There are many conscientious van

RVIA FINANCIAL FACTS

Published quarterly by the Finance Committee of the Recreation Vehicle Industry Association as a service to the financial community. Complimentary subscription available upon request.

RVIA Finance Committee:

Chairman, Robert L. Berner, Citicorp, New York City; **Joseph Gessiness**, Bangor Punta Acceptance Corp., Goshen, IN; **Ron Hanna**, Winnebago Acceptance Corp., Forest City, IA; **H. James Hentz**, Borg-Warner Acceptance Corp., Palatine, IL; **Joseph L. Lombardo**, American Acceptance Corp., Philadelphia, PA; **Robert R. Rawlings**, CIT Financial Services, New York City; **Gordon Gilbert**, Coachmen Industries, Inc., Middlebury, IN; **William R. Garpow**, Vice President of Communications, RVIA Staff, Chantilly, VA.

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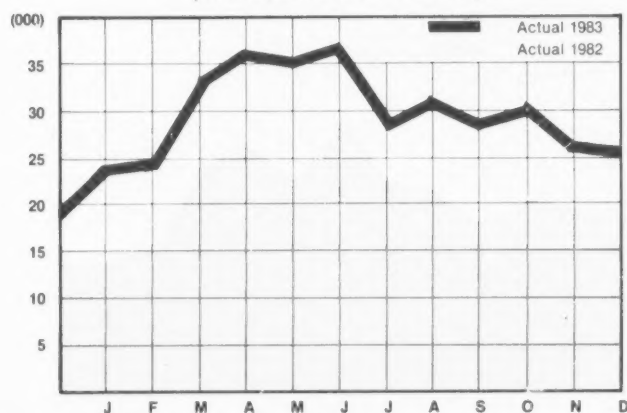
RV FINANCIAL FACTS

A quarterly newsletter for the financial community
about RVs and the family camping industry...

Vol. 10, No. 1

Spring 1984

Total RV Shipments by Months, 1982-1983
(in thousands of vehicles)



Source: Recreation Vehicle Industry Association

RV Shipments Up 39% in '83; Still Climbing in 1984

Wholesale shipments of RVs rose 39% in 1983 with each type of RV logging substantial gains, according to year-end figures compiled by the RVIA Marketing Department. A total of 358,000 RVs were shipped by manufacturers to dealers last year, exactly 100,000 more than the year before.

The biggest percentage gain was made by motor homes, up 69% over the year before. There were 69,500 motor homes shipped in 1983 compared to 41,200 in 1982. In volume, van conversions led the way with 154,200 units, an increase of 39% over last year's 111,300 total. Travel trailers were the next biggest seller with 90,000 shipments, up 37% over 1982's 65,500 total. Folding camping trailers were up 9% in 1983 to 37,500

units, while truck campers increased 19% to 6,800 units.

The 358,000 total RV shipments represent the industry's biggest year since 1978, when 526,300 units were sold. The gas crunch the following spring contributed toward a slump to 307,700 units in 1979. In 1980, high interest rates compounded the industry's problems and sales dropped to a low point of 181,400 units.

Shipments improved to 239,100 units in 1981 and 258,000 in 1982.

The improved economy, higher job security, plentiful gas supplies, availability and cost of money, and the renewed emphasis on family togetherness and outdoor activities among American con-

(more on page 2)

RV Lending Zooms As Sales Rise

New Unit Loans Hit \$3.2 Billion

Sales of RVs reached an all-time high of \$6.3 billion in 1983, stimulating approximately \$3.2 billion in new RV financing, almost twice as much as 1982.

Shipments of RVs - motor homes, travel trailers, folding camping trailers, truck campers and van conversions—totaled 358,000 in 1983, up 39% from 1982. A little more than half of all new RVs are purchased with credit.

An expanding number of financial institutions are entering the RV financing market, according to Robert L. Berner, vice president of Citicorp, New York, and chairman of RVIA's Finance Committee.

RV Owners Good Customers

"RV owners are generally very responsible and have firm commitments to the RV lifestyle, which makes them good customers," Berner says. "RV loan portfolios can be extremely attractive."

Demographic studies of RV owners show that 95% are married, 90% are homeowners, 75% are more than 35 years old, 70% are repeat buyers and 51% use credit when purchasing new units.

RV owners also consistently rank high in their loan repayment record, according to quarterly delinquency rate figures

(more on page 2)

RECREATION VEHICLE INDUSTRY ASSOCIATION



RV Delinquencies At New Low

RV loans, which have consistently stood among the lowest in delinquencies, maintained their low percentage with a delinquency rating of only 1.57% in the fourth quarter of 1983. This marks the lowest point in seven years for RV delinquencies according to figures charted quarterly by the American Bankers Association (ABA).

They dropped more than a half a percentage point from their second lowest point, 1.63%, in the third quarter.

ABA's figures in the fourth quarter show that RV loans were topped only by indirect (1.44%) and direct (1.50%) auto loans and revolving credit loans (1.49%).

Other loan types charted by ABA were: bank card loans (2.06%); FHA Title 1 loans/property improvement loans (2.11%); mobile home loans (2.43%), and personal loans, which include home appliance loans, (2.84%). The weighted average for the fourth quarter was 1.90%.

Overall for the year, only 1.74% of RV loans were delinquent, well below the weighted average of 1.81% according to the ABA figures.

RV loans ranked fourth for the year in prompt repayments, surpassed only by indirect and direct auto loans (1.55%) and revolving credit loans (1.71%). At all times during the year, RV loans ranked among the top four best in loan repayments.

The ABA defines a delinquent loan as one that is 30 days or more past due.

RV Shipments

(from page 1.)

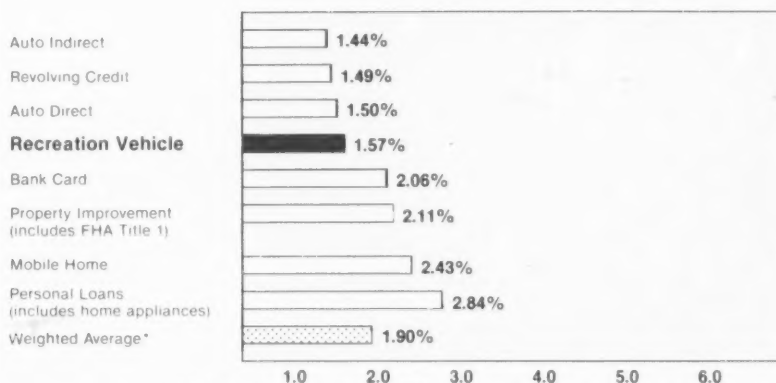
sumers are the most frequently cited reasons for the 1983 jump in RV sales.

Still More Growth Expected

RV industry forecasters at the Economics Department of Cahners Publishing Company, a corporate research firm in Boston, Mass., predict industry sales will continue to rise in the

(more on page 3)

Delinquency Rates; Bank Installment Loans Fourth Quarter, 1983 (in percent)



* Weighted average of 8 loan types, excluding bank card and revolving credit loans
SOURCE: American Bankers Association Bulletin 426, Fourth Quarter, 1983.

Lending Zooms

(from page 1)

published by the American Bankers Association.

There are also other reasons, according to Berner, that RV loan portfolios can be attractive to lenders. Among them are:

- The low rate of depreciation for RVs,
- The positive and secure characteristics of RV owners puts them in a position to purchase other financial services,
- Paperwork and loan protection methods for RV loans are almost identical to those for other automotive products and therefore don't require the establishment of new systems,
- Average RV loan values are \$5,000 for those made direct to the consumer and \$10,000 for indirect loans through a dealer,
- A two-way opportunity exists for both retail and wholesale financing of the same RV,
- RV manufacturers historically have not competed with retail financing firms by subsidizing retail financial rates to stimulate sales,
- Two-thirds of RV owners are repeat buyers and that can mean repeat business to the RV lender,

(more on page 4)

Lenders Queried On RV Profitability Survey in Progress

Questionnaires were sent in February to more than 5,000 commercial banks, sales installment finance firms, credit unions and savings and loan institutions by RVIA as part of the RVIA Finance Committee's ongoing effort to communicate and educate the financial community on the current trends and profit opportunities in RV financing.

Financial firms are being queried on their experiences in lending to RV manufacturers, dealers and buyers in 1983, and the results will be compiled into RVIA's Fifth Annual Recreation Vehicle Financing Survey.

When completed, the survey will give an overview of RV lending profitability; gross dollar volume of RV loans outstanding; most common methods used for determining loan values; minimum down payments required; numbers of RV direct, RV indirect and RV wholesale (floorplanning) loans made; types of accounting methods used; numbers of RV loan defaults and repossessions, and much more.

The survey questionnaires were returned to Jon Whitney Associates of Austin, Tx., specialists in market research and forecasting in the RV and manufactured housing industries, where the information is being compiled before its expected release in mid summer.

"Hands-Off" Policy Assured No Energy Discrimination Planned Against Recreation, per Hodel

"In the event of another energy emergency, the Reagan Administration does not intend to interfere with weekend travel plans via a mandatory conservation program," Secretary of Energy Donald P. Hodel told the RVIA membership in a videotaped message presented at the association's annual meeting February 14 in Puerto Vallarta, Mexico.

"We don't have -- in fact we have rejected -- standby energy allocation authority," he said.

The Reagan administration is committed to continued reliance on the marketplace for price and allocation determinations," he told the group of nearly 200 RV manufacturers and suppliers in the 15-minute message he taped exclusively for them earlier in the month in Washington.

"Even in situations where fuel supplies may be scarce, no sector will be singled out to bear the brunt of a national problem," he said.

"We'll make every effort to ensure those Americans whose jobs depend on making recreation available are not faced with a threat that their jobs will suddenly be singled out for extermination."

Understand Recreation's Importance

Hodel also assured the RV industry leaders: "We recognize the importance of recreation to the quality of life and our economy and we know the importance of energy availability in both emergency and non-emergency situations to the recreation industry and recreationists.

"Virtually every form of recreation requires energy in the activity or in travel to and from recreation sites.

"It makes me realize even more," he said, "that only individuals can decide how best to spend their leisure time. Government does not know enough to make those decisions."

Hodel pointed out that the United States is less dependent than it used to be on foreign oil, with U.S. consumption down 11% from 1980 and oil imports down 33%. He also called future energy cutbacks by oil-producing countries a relatively small threat in light of the present oil glut.

The Administration's position as presented by Hodel was well received by his RV industry audience, many of whom clearly recall the effects on sales of their products of gasoline rationing proposals made by the Carter administration in 1979.

"Most of us remember too well how the oil embargo affected our daily lives," Hodel told the group. "As recreationists, we cannot and should not forget proposals to close gas stations on weekends



Donald P. Hodel

to curtail fuel use for certain recreation purposes or other rationing measures which severely affected our personal recreation agendas.

Must Avoid Inequities

"Federal intervention in the past not only did not work, it actually made things worse....We must avoid policies which create inequities such as those restrictions proposed during the '70s."

Hodel said the Administration strongly favors conservation and he called on the RV industry to continue its policy of energy conscientiousness.

"The RV industry has always been energy conscious and must continue to educate others on the importance of conservation and energy efficiency," he said.

RV sales increased nearly 40% in 1983 and the industry is anticipating an additional climb in 1984. In his address to the RV industry group, Hodel said: "Your

RV Shipments

(from page 2)

next few years. Cahners forecasts 1984 will be up an additional 18% over 1983 and that 1985 will show a further gain of 4.3%.

Shipments as of March, the latest month for which figures are available, show an additional 25.3% increase so far in 1984. For the month of March alone, 41,600 RVs were shipped, up 24.2% from the 33,500 shipped in March 1983.

Motor Homes Biggest Increase

Of the three basic categories of RVs—motor homes, towables and multi-use vehicles—motor homes have enjoyed the largest year-to-date percentage increase, jumping 60.3% to 23,400. They are followed by towables, rising 26% to 39,300 and multi-use vehicles, up 10.7% to 40,400.

In the motor home category the largest percentage jump so far in 1984 has been shipments of chopped vans jumping 68.9%. They are followed by the largest units — conventional Type A — rising 63.8%, and by van campers, up 12.5%.

Consumer intentions to rent and buy are also way up from the same time last year, according to data regularly charted by the Survey Research Center of the University of Michigan.

Survey participants were asked: "Would you consider renting or buying a recreation vehicle in the next year or so?" In March 1984, a total of 19.6% said they planned to rent an RV compared to only 13.7% in March 1983; while 7% said they planned to buy as compared to a previous 5.1%.

success stands as proof of the great love Americans have for the outdoors."

Another Reagan cabinet member, Secretary of the Interior William Clark, also expressed his delight in the RV industry in a recent letter to RVIA President and General Counsel David J. Humphreys.

Clark wrote: "We have a major challenge ahead to meet the continually expanding demand for outdoor recreation opportunities, especially considering the competing demands for federal resources. Only through continuing cooperation with private sector organizations such as yours and creative new strategies can we succeed."

Study Reveals 11% of Summer Vacations Enjoyed in Recreation Vehicles

RV travel will continue to account for 10% to 11% of all summer vacation travel in 1984, reveals a new study by the U.S. Travel Data Center, titled "1984 Outlook for Summer Travel."

The study, based on telephone surveys of 1,400 U.S. adults, predicts that Americans will take 123 million vacation trips this summer.

Highway travel, by auto, RV and truck, has traditionally accounted for the largest percentage of vacation travelers (81%), according to the survey.

The survey also reveals that more than one-third of all U.S. adults mistakenly believe the cost of gasoline is currently rising faster than the cost of other goods and services, and that this misperception may delay the vacation plans of some.

"In reality," the travel study says, "while gasoline prices are presently six percent higher than one year ago, they have been declining for the last seven months."

The study concludes: "The continuing economic recovery coupled with the much improved financial position of consumers, provides an environment conducive to increased vacation travel activity this summer....Overall, a three percent increase in vacation travel is expected over 1983."

Sales figures charted by RVIA's Marketing Department show RV shipments from manufacturers to dealers

are up 25.3% as of March, the latest month for which data are available.

Whether the respondents to the survey live in the central city, suburbs or in rural areas does not appear to make much difference in their camping behavior. A total of 27% of rural residents are campers, while similarly 24% of suburbanites and 22% of city dwellers are campers, the survey showed.

Also, the survey found more campers stay at developed campgrounds than the combined totals of those that stay at primitive campgrounds and those that backpack.

Developed campgrounds generally have facilities and hookups for recreation vehicles (RVs) such as motor homes, travel trailers and truck campers.

The recreation survey consisted of personal interviews with 5,757 Americans, 12 years and older, from September 1982 through June 1983. In addition to camping, it discusses participation in approximately 30 other outdoor activities including boating, bicycling, tennis, fishing, hunting and swimming.

A detailed report of the "1982-83 Nationwide Recreation Survey" will be published late in the summer by the National Park Service. Further details can be obtained by contacting Recreation Resources Assistance Division, National Park Service, U.S. Department of the Interior, Washington, D.C. 20240.

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Lending Zooms

(from page 2)

- The high demand for RV loans makes them easy to market, and
- The outlook for the future of the RV industry is rosy.

Forecasters outside the industry predict RV sales will rise 18% in 1984 and another 4.3% in 1985. From 1981-83, RV industry sales increased 97.4%.



Recreation Vehicle Industry Association
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RV FINANCIAL FACTS

A quarterly newsletter for the financial community
about RVs and the family camping industry...

Vol. 10, No. 2

Summer 1984

New Survey Results

RV Loans Rank High in Profits

Loans for recreation vehicles are more profitable than loans for automobiles for a significant number of lenders, according to the "Fifth Annual Recreation Vehicle Financing Survey" just published by the RVIA Finance Committee.

More than one-third (34%) of the financial institutions responding to the survey said their RV loans were more profitable than auto loans while another 57% said RV and auto loans were equally profitable.

A total of 299 financial institutions representing 6,051 operating locations responded to the confidential survey regarding their 1983 experiences in direct, indirect, and wholesale RV financing. The results were compiled by Jon Whitney Associates, Austin, Tx., marketing and forecasting specialists in the RV and manufactured housing industries. Respondents included individual banks, credit unions, sales installment finance firms and savings and loans associations.

The responding financial institutions had combined RV loan outstandings of \$1.9 billion as of 1983, representing 5.76% of their total loan portfolios. They averaged almost ten years (9.98 years) experience in financing new and used RVs.

Increased Lender Activity

"There was a remarkable increase in participation on the part of lenders in RV consumer loans over 1982," according to Whitney. "Some 79% of the respondents were involved in direct loans (vs. 70% in '82) and 56% in indirect loans (vs. 52% in '82), while the level of participation in wholesale loans decreased from 55% in '82 to 48%. At the same time, though, we found that wholesale loans increased in



terms of total RV loan volume to 29% from 18% in '82."

"RV lending is literally booming," says Robert L. Berner, vice president of Citicorp and chairman of RVIA's Finance Committee. "Even though RV sales will more than double this year from four years ago, the RV industry isn't lacking for financial sources because many of those firms with new lending authority and those with increased funds and a desire to diversify are recognizing the long term profit potential of RV loan portfolios."

"We were impressed with the fact that 98.5% of the lenders indicated they intend to continue RV financing so they must find the loans are profitable," Berner says. One of the primary reasons is that RV owners in general have an excellent credit history of meeting their financial obligations." The survey reveals an RV loan delinquency rate of only 1.75% for 1983.

Consumer Buying Attitudes

("Consumer Buying Attitudes" will be featured each quarter in *RV Financial Facts* to help alert you to current consumer attitudes and trends as determined by a nationwide monthly survey conducted by the Survey Research Center, University of Michigan.)

- Attitudes toward buying conditions for vehicles have remained favorable for more than a year. Among all families, 62% rated vehicle buying conditions favorably. Also, favorable attitudes toward buying conditions for large durables were held by 71% of all families.

- The proportion of families whose financial situation has improved during the past year was 42%, down from 47% in June, but just above the 40% recorded one year earlier. Consumer confidence remains at very favorable levels and points toward continued high sales levels through 1984 and into early 1985.

Source: "Survey of Consumer Attitudes," July 1984, Survey Research Center, University of Michigan.

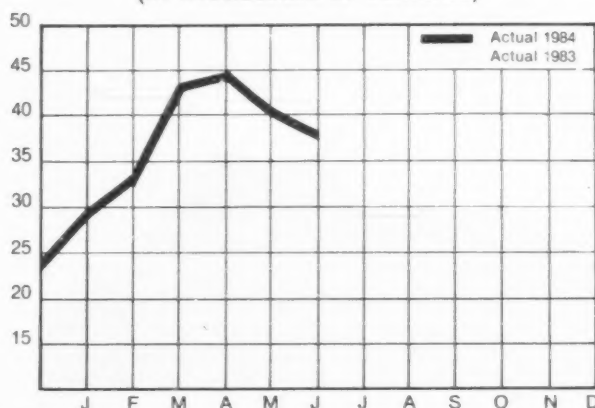
The survey also presents RV buyer demographics, industry sales data and market information as well as the survey results, which also include most common methods to determine loan values, types of accounting methods used and minimum down payments required.

Copies of the Survey have already been sent to the financial community. Extra copies are available on request by writing to RVIA, P.O. Box 204, Dept. FS, Chantilly, Va. 22021.

RECREATION VEHICLE INDUSTRY ASSOCIATION



Total RV Shipments by Months, 1983-84
(in thousands of vehicles)



Source: Recreation Vehicle Industry Association

RV Shipments Jump 18% Over Year Ago

RV industry shipments are up 18% over a year ago, according to mid-year figures, the latest available from the RVIA Marketing Department.

The data shows that from January to June 1984, 224,200 motor homes, travel trailers, folding camping trailers, truck campers and van conversions were delivered from manufacturers to dealers during the first six months of 1984.

Of the three basic types of RVs, the largest percentage growth occurred in the motor home category, climbing 39%; followed by multi-use van conversions, ahead 15%, and towable RVs, up 12%.

Van Conversions Lead

However, the largest volume of industry sales continued to be in van conversions (93,000) and towable RVs (83,700). Motor home sales totaled 47,500 for the first half of the year.

The most popular towable RVs were conventional and fifth-wheel travel trailers (55,800), followed by folding camping trailers (23,100) and truck campers (4,800). In the motor home category, the largest units — Type A Conventional — continued to sell the most (22,700) with sales of Type C mini-motor homes reaching 20,400 and Type B van campers at 4,400.

Sales Best Since '78

Not only are mid-year industry sales ahead of last year at this time, but they are higher than they've been since 1978.

For the month of June alone, the latest month for which figures are available, 36,300 RVs were shipped from RV manufacturers to dealers. Of these, 17,900 were multi-use van conversions; 12,700 were towables, and 6,500 were motor homes.

Industry in High Gear For Two Major RV Shows

The RV industry is gearing up for two of its most important annual events — the introduction of its new models to the retail community. The first is the 32nd Annual Recreation Vehicle and Manufactured Housing Show at Dodger Stadium in Los Angeles, Oct. 30-Nov. 12. Then comes the biggest and most prominent event, the 22nd Annual National RV Trade Show at the Kentucky Exposition Center in Louisville, Nov. 27-30.

There will be more than 800 RVs on display in Los Angeles and approximately 1,000 in Louisville, which will be a preview of the 1985 models that consumers will be seeing in dealership lots next Spring.

"RV Financing" will be the topic of a seminar at the National Show on Tuesday, Nov. 27, aimed at helping to educate and inform RV dealers about the ingredients of their operation that assist the lender in making a favorable decision to award credit. RV lenders accompanying dealers are invited to attend the seminar at no charge. For further information, call RVIA toll-free at 800-336-0154.



RVIA Honored With Presidential Award

Vice President George Bush, (c) paid tribute to RVIA during the Annual Forum of the American Recreation Coalition for a series of TV service announcements produced to assist the National Park Service in promoting the lesser known parks. The engraved certificate citing Private Sector Initiative was signed by President Reagan and accepted on behalf of the RVIA membership by Board Chairman Norman Jacobson (r) and President David Humphreys (l).

RV Loan Delinquencies Lowest in Seven Years

RV loan delinquencies dropped to their lowest point (1.48%) in more than seven years, according to first quarter 1984 figures charted by the American Bankers Association (ABA).

These loans — for motorhomes, travel trailers, van conversions, truck campers and folding camping trailers — have consistently ranked among the lowest in delinquencies of eight loan types regularly tracked by ABA.

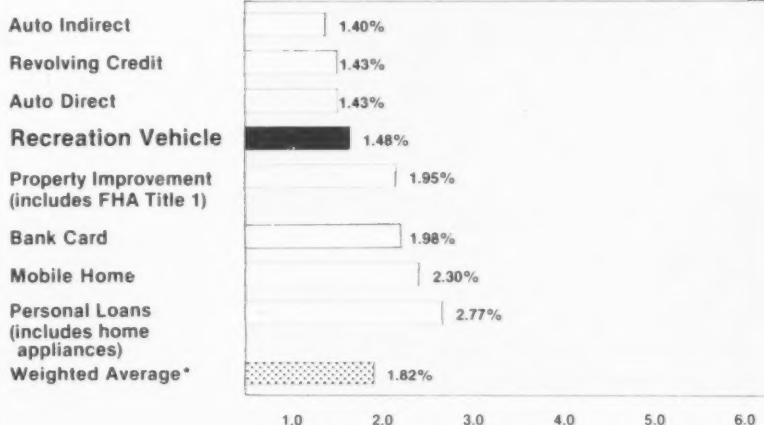
In the first quarter, RV loans shared low delinquency ratings with indirect auto loans (1.40%) and direct auto loans and revolving credit loans (both 1.43%).

RV loans were well below the weighted average of 1.82% for 7 types of consumer loans charts.

Other loan types charted by ABA were: property improvement/FHA Title 1 loans (1.95%), bank card loans (1.98%), mobile home loans (2.30%) and personal loans, which include home appliance loans, (2.77%).

The ABA defines a delinquent loan as one that is 30 days or more past due.

**Delinquency Rates; Bank Installment Loans
First Quarter, 1984 (in percent)**



* Weighted average of 8 loan types, excluding bank card and revolving credit loans.
SOURCE: American Bankers Association Bulletin 427, First Quarter, 1984

RVIA to Exhibit at S&L October Conference

The RVIA Finance Committee plans to continue its program of participation in conferences within the financial community. The committee will be an exhibitor in the annual convention of the U.S. League of Savings Associations to

be held in Washington, D.C. October 28 to 31. This follows a successful participation as an exhibitor in the meeting of the Installment Credit Conference of the American Bankers Association in April in New York City.



Reagan Vows to Preserve American Land For Its People

President Reagan accepted an honorary membership in the National Campers and Hikers Association at their annual Campvention in Bowling Green, KY in mid July. In his major environmental address, Reagan promised the 15,000 delegates to protect their right and that of future generations to enjoy the American land. Shown with the President (l to r) are Congressman William Natcher (D-KY), Secretary of Interior William Clark, John Needy, NCHA coordinator of the event, and Richard DeCaboote, NCHA president.

U.S. Census Releases RV Data

Preliminary 1982 Census of Manufactures statistics for the recreation vehicle (RV) industry, released in March 1984 by the U.S. Department of Commerce Bureau of the Census, show that RV manufacturers employed 20,900 persons in the United States in 1982. Of those, 17,000 were production workers.

These statistics do not include employment opportunities created by RV suppliers. The census is taken every five years of manufacturers of motor homes, travel trailers, folding camping trailers, truck campers and van conversions to which the converter holds title.

In 1982, there were 477 RV manufacturing plants that produced predominantly travel trailers, folding camping trailers or truck campers, while there were 82 that produced motor homes or title-held van conversions.

The census found the leading states in

employment in 1982 for motor home manufacturing were Indiana, Iowa, California and Michigan, accounting for approximately 70% of total motor home production employment; while Indiana, California, Pennsylvania and Texas accounted for approximately 60% of employment for the travel trailer industry.

Overall, the census found RV manufacturers spent more than \$1.4 billion on the purchase of RV component parts supplies in 1982, ranging from steel and plastic products to tires, windows, carpeting and household appliances.

Also, new capital expenditures for the industry totaled \$27.5 million for 1982, according to the census.

Since RV shipments improved nearly 40% in 1983 over 1982, it is anticipated that the employment figures for 1983 will be considerably higher.

Foreign Visitors Expand RV Rental Market

RV rental firms in major port cities, and the lending institutions that finance their rental fleets, are finding some of their profits derived from the many foreign visitors choosing to explore the United States in RVs.

Not counting our camping neighbors from Canada and Mexico, more than 100,000 international visitors per year come to the United States to camp, according to in-flight surveys of overseas travelers by the U.S. Travel and Tourism Administration of the Department of Commerce.

RV rentals to foreign visitors are most popular in New York City, Miami, Los Angeles, San Francisco and Chicago,

where a major percentage of incoming visitors arrive in this country.

The surveys found that overseas campers are most often here on vacation, studying in the U.S. or visiting friends and relatives. They also found that foreign campers spend an average 102.5 nights in the U.S. as compared to only 24.6 nights for all overseas visitors.

International travelers who choose the camping route do so for a variety of reasons, one of which is cost. The USTTA study found that overseas campers are able to experience the United States on an economical budget of \$14 a day per person, while it costs other overseas visitors an average of \$46 a day.

Correction

There is a typographical error on page 15 of the Survey of Recreation Vehicle Financing recently distributed to the financial community.

The Average Balance per Account of a Typical RV Indirect Loan should have appeared as \$10,504 instead of \$1,504 as written. This figure is given correctly in the narrative on page 4 under the heading, "RV Indirect Loans to Consumers."

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